

How do you separate fact from fiction in a political campaign?



Good government begins with you
Be informed. Be ready. Be counted.
VoteEthics.net



A public education message from the
City of Santa Clara
Living our values • Building public trust

How can you evaluate candidates and decide who earns your vote?

Mailers . . . ads . . . slogans . . . speeches . . . signs . . .
phone calls . . . debates . . . social media . . . door-to-door.

Candidates tell their stories in many different ways. Political campaigns can be hard hitting, with significant disagreement among candidates about issues and the future of the City of Santa Clara. Candidates may back up ideas and criticism with differing sets of facts based on their own personal points of view.

Take these steps to hold candidates accountable to the truth:



Consider the source

Who or what organization made the statement? Do you think the source is credible?



Examine the proof

Is there documentation? Do you have all the facts, and do you think they've been interpreted fairly?



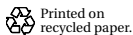
Evaluate the issue

Is it relevant? Does it matter to your values? Does it relate to the candidate's ability to govern?

For more information about candidates, visit

SantaClaraCA.gov/candidates2014 or the League of Women Voters website SmartVoter.org

Remember to Vote!
Election Day is Tuesday, Nov. 4, 2014



Printed on
recycled paper.

Register to Vote by October 20

Register to Vote by October 20th

在10月20日或之前完成登記以投票

मतदान करने के लिए 20 अक्टूबर तक पंजीकरण कराएं

10월 20일까지 유권자 등록을 하십시오

Registre-se para votar até ao dia 20 de Outubro

Regístrese para votar antes del 20 de octubre

Magparehistro para Bumoto bago Lumipas ang ika-20 ng Oktubre

Ghi Danh Đi Bầu trước cuối Ngày 20 tháng Mười

registertovote.ca.gov



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